

FIG. 1



32 {

COMPANIES	34					
	CATEGORIES	Environment	Animals	Diversity	Women's Rights	Community
Sample, Inc.	1	1	3	1	1	5
Acme International	3	5	5	2	5	2
Universal Ltd.	4	4	4	4	4	3
Brand X	5	5	2	5	5	5
Ace Manufacturing	5	2	1	2	3	4
Etcetera	2	4	5	4	2	5

FIG. 2A

32 {

COMPANIES	38
	CATEGORIES Composite
Sample, Inc.	2
Acme International	4
Universal Ltd.	4
Brand X	5
Ace Manufacturing	3
Etcetera	4

FIG. 2B

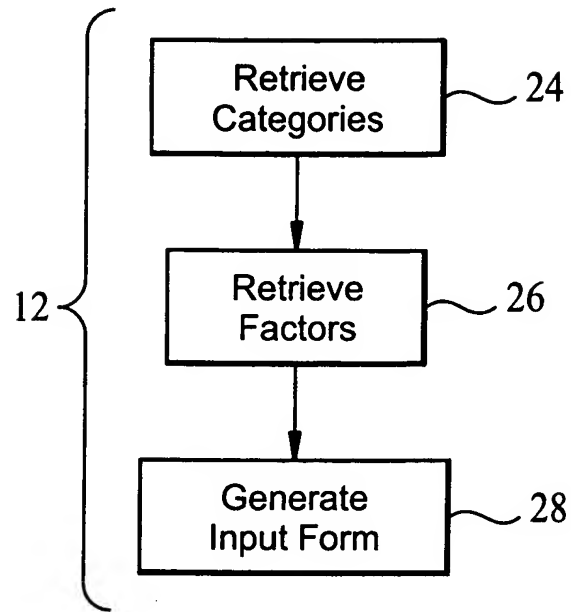


FIG. 3

40

41 {

44 {

Select Importance:

High Med Low None

☒ ☐ ☐ ☐ - Environment

☐ ☒ ☐ ☐ - Hiring Practices

46

42 {

50 {

more detail

more detail

48

43 {

Select product category:

Search

FIG. 4A



40

Select importance:

High Med Low None

☒ ☐ ☐ ☐ - Environment less detail

☒ Tons of Toxic Waste [?] 51

☒ Tons of CO2 54 [?]

☐ Superfund Sites [?]

☐ ☒ ☐ ☐ - Hiring Practices details

Select product category:

60 [] Search

56

41

43

FIG. 4B

40

Select importance:

High Med Low None

☒ ☐ ☐ ☐ - Environment less detail

☒ Tons of Toxic Waste [?] 41

☒ Tons of CO2 [?]

☐ Superfund Sites [?]

☐ ☒ ☐ ☐ - Hiring Practices details

Select product category:

60 Technology []

62 [] Search

43

FIG. 4C



40

Select importance:
High Med Low None

☒ ☐ ☐ ☐ - Environment less detail

☒ Tons of Toxic Waste [?]

☒ Tons of CO2 [?]

☐ Superfund Sites [?]

☐ ☒ ☐ ☐ - Hiring Practices details

Select product category:

60 Technology

62 Computers

64

70 Search

41

43

FIG. 4D

40

Select importance:
High Med Low None

☒ ☐ ☐ ☐ - Environment less detail

☒ Tons of Toxic Waste [?]

☒ Tons of CO2 [?]

☐ Superfund Sites [?]

☐ ☒ ☐ ☐ - Hiring Practices details

Select product category:

60 Technology

62 Computers

64 Hardware

70 Search

41

43

FIG. 4E

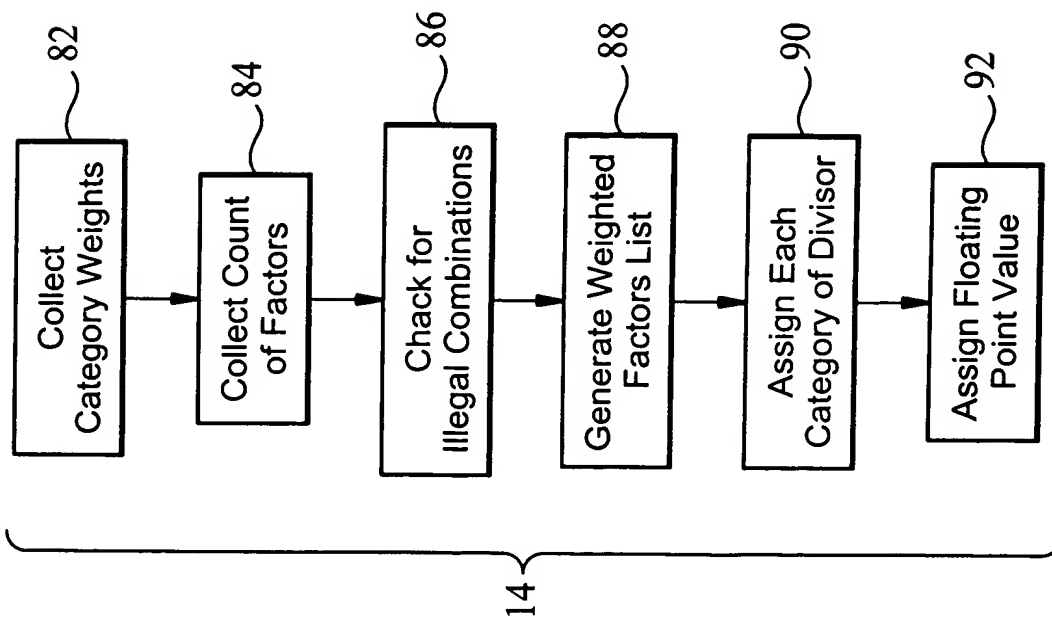


FIG. 5

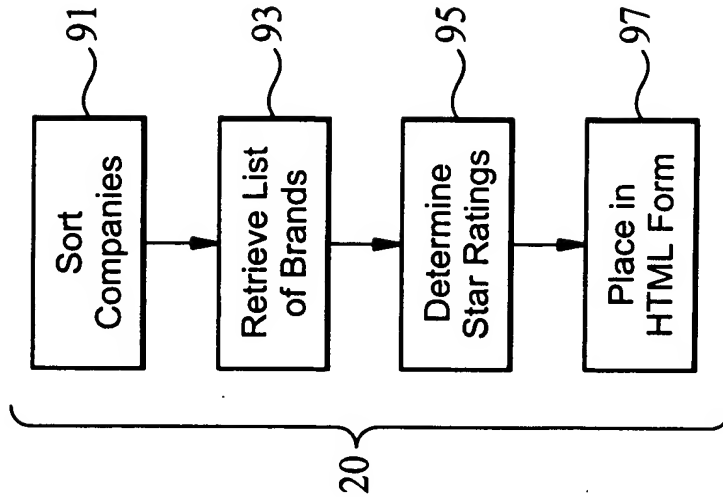


FIG. 6



96	97	98	99	94
<u>Brand</u>	<u>Your Rating</u>	<u>Product Info</u>	<u>Buy Now</u>	
Brand A	*****	<u>Product Info</u>	<u>Buy Now</u>	
Brand B	***	<u>Product Info</u>	<u>Buy Now</u>	
Brand C	*	<u>Product Info</u>	<u>Buy Now</u>	
<u>About your ratings</u>				
<u>Communicate with these companies</u>				
<u>Start a new search</u>				

FIG. 7



Results	5 Stars	4 Stars	3 Stars	2 Stars	1 Star
1	0	0	0	0	0
2	0	1	0	1	0
3	1	0	1	0	1
4	1	1	0	1	1
5	1	1	1	1	1
6	1	1	2	1	1
7	1	2	1	2	1
8	1	2	2	2	1
9	1	2	3	2	1
10	1	3	2	3	1
11	1	3	3	3	1
12	2	3	2	3	2
13	2	3	3	3	2
14	2	3	4	3	2
15	2	4	3	4	2
16	2	4	4	4	2
17	2	4	5	4	2
18	2	5	4	5	2
19	2	5	5	5	2
20	3	5	4	5	3
21	3	5	5	5	3
22	3	5	6	5	3
23	3	6	5	6	3
24	3	6	6	6	3
25	3	6	7	6	3
26	3	7	6	7	3
27	3	7	7	7	3
28	4	7	6	7	4
29	4	7	7	7	4
30	4	7	8	7	4
31	4	8	7	8	4
32	4	8	8	8	4
33	4	8	9	8	4
34	4	9	8	9	4
35	4	9	9	9	4
36	5	9	8	9	5
37	5	9	9	9	5
38	5	9	10	9	5
39	5	10	9	10	5
40	5	10	10	10	5
41	5	10	11	10	5
42	5	11	10	11	5
43	5	11	11	11	5
44	6	11	10	11	6
45	6	11	11	11	6
46	6	11	12	11	6

101

FIG. 8

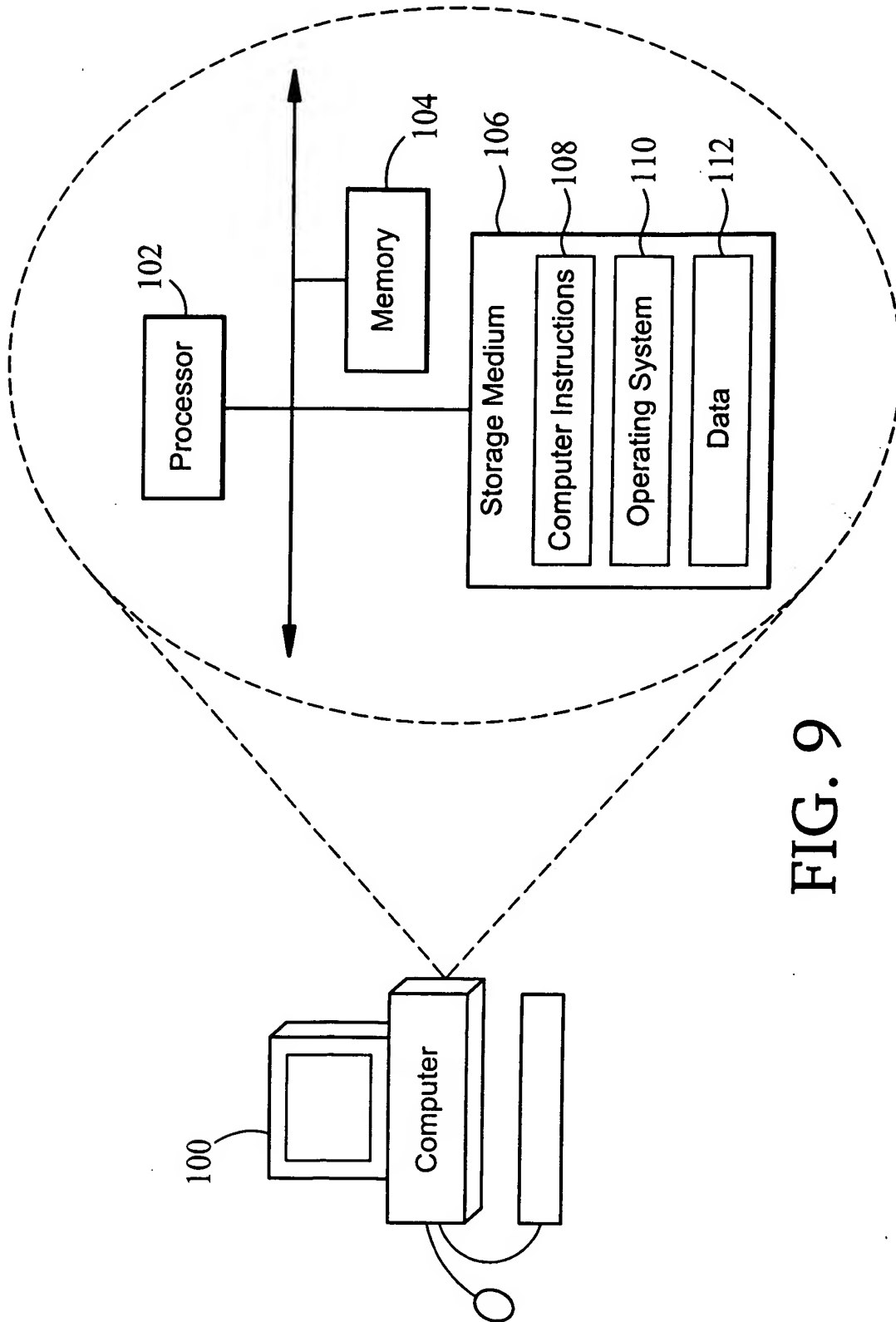
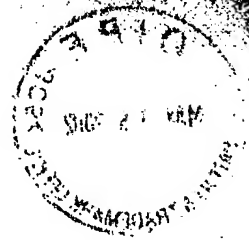


FIG. 9

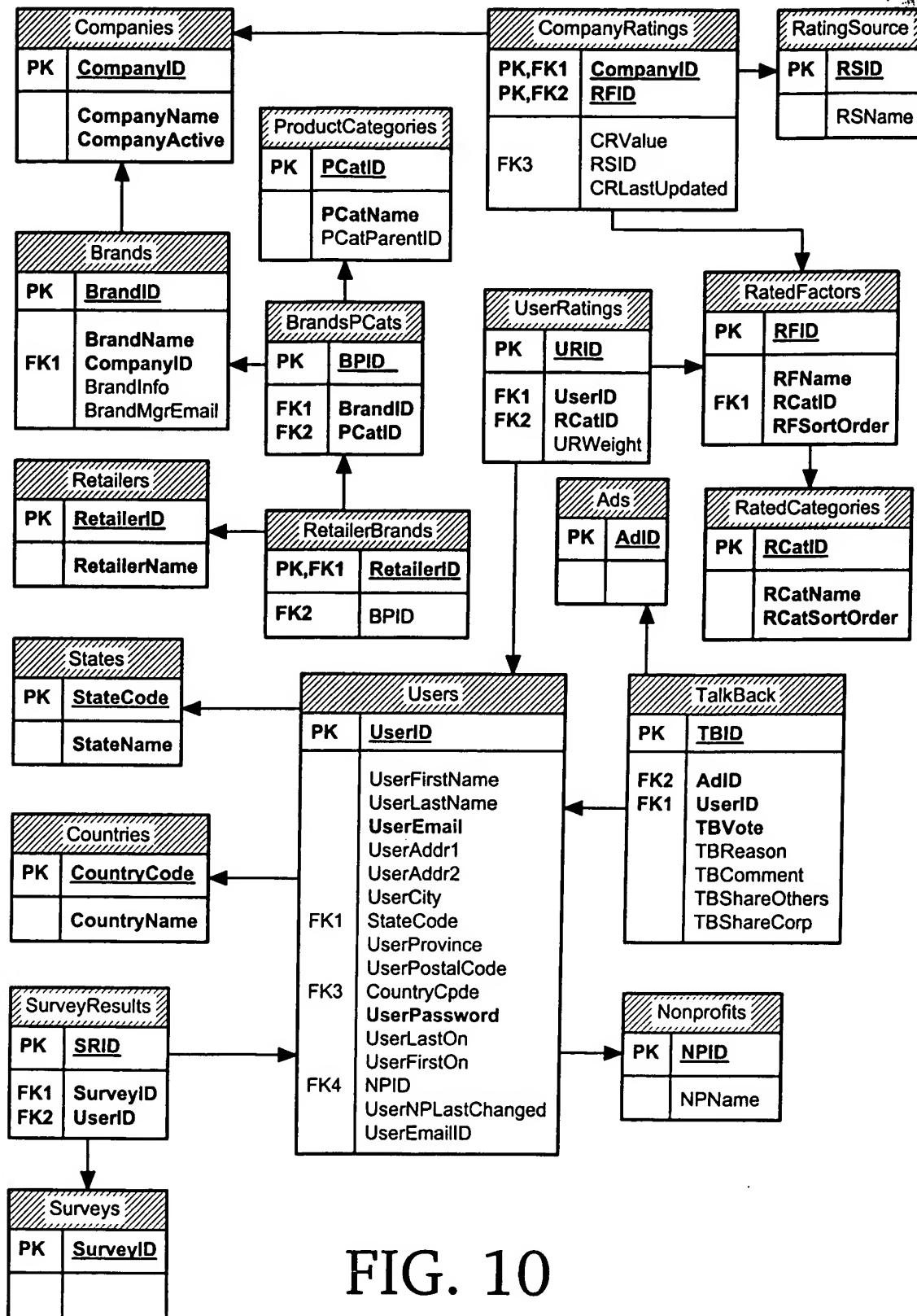


FIG. 10